



PHILIPS

Professional lighting

Retail



Case Study Mitre 10 MEGA Westgate sets new retail benchmark with LED lights

Auckland, New Zealand



Client
Mitre 10 MEGA Westgate

Location
Auckland, New Zealand

Philips products
GreenPerform Highbay LED
Tango G2 LED
Coreline LED
GreenVision Xceed
CityTouch connect application
Dynalite controls



Background

Mitre 10 MEGA Westgate opened its doors in October 2014 to service the expanding West Auckland region with a fully-equipped retail store for trade professionals and the public. Co-owned by experienced retailers and Auckland locals Dave and Elaine Hargreaves, in partnership with brothers Stephen and Graeme Ricketts, who have been part of the Mitre 10 Group since 1975, the new store was conceptualized to be the next-generation Mitre 10 MEGA store. The store comes complete with a large garden center, drive-through facilities for trade customers, and a children's playground.

To live up to the tag of 'next-generation, fully-equipped retail store,' the owners wanted the new store to be its first flagship, energy-efficient and

green store. To achieve this, they needed a new lighting solution that will enable the store to maximize the abundance of natural light coming into the building. On top of this, the owners intended to have a lighting system that will fully cover the large size of the store without having to spend a fortune on maintenance. Previously, they would replace conventional lighting on a regular basis in other Mitre 10 stores, which took a toll on the team in terms of frequent maintenance, resulting to running costs, and operational disruptions. This was a perfect timing for a new lighting solution to be introduced to improve the retail environment for both its shoppers and the store team.

“ With the fit-for-purpose LED lighting solution from Philips, we expect up to 30 percent savings on **electricity per year and reduced maintenance cost.**”

Mr. Dave Hargreaves, Co-owner and Store Manager
Mitre 10 MEGA Westgate



The Project

To save significantly on maintenance and energy consumption, while helping the company achieve its goal of providing a good balance of natural and LED lighting for the store, the project involved designing an in-store lighting solution that would cover around 8,000 square meters. In addition, the owners wanted LED lighting systems for the store's façade, signage, and carpark area to ensure the security of their customers.

The Philips Lighting team worked closely with the property manager and the electrical contractor to install the lighting as part of the new build. Michael Kain, Philips Lighting New Zealand project manager shares, “It was fantastic being involved in the design and fit-out for the new building right from the start. We worked closely with the owners, developing a cost-effective LED lighting solution tailored to their needs.”

For this project, two Philips LED products were selected specifically for their lighting optics that effectively deliver light to all parts of the large building, while providing energy efficiency advantages with their long lifespan of up to 50,000 hours in commercial use.

GreenPerform LED Highbay units were installed in the open-plan trade and retail areas to provide reliable, high-quality lighting. Perfect for large interiors, its optics illuminate vertical planes and spaces with high ceilings. For the office and point-of-sale areas, CoreLine LED recessed lights were used to give high-output yet low-glare lighting for optimum

visual comfort. With a slim profile design, it fitted seamlessly into the new retail environment.

To ensure that the LED lighting solutions would perform to their peak potential in terms of lighting quality and energy efficiency, the Philips Lighting team integrated Dyalite Controls into the store's building management system (BMS).

“Dyalite Controls allow our BMS to effectively manage natural light so that when it's naturally bright, the LED lights are dimmed. When it's dark or the clouds come over, the LED lights spring into action,” explains Dave Hargreaves, co-owner and store manager of Mitre 10 MEGA Westgate.

For the building façade and signage, Tango LED floodlights proved to be the perfect as they can withstand harsh weather conditions. In the carpark, GreenVision Exceed was installed, providing clear, neutral white light. The Philips Lighting team also installed CityTouch connect application so that carpark lighting can be managed remotely.

“ It was fantastic being involved in the design and fit-out for the new building right from the start. We worked closely with the owners, **developing a cost-effective LED lighting solution tailored to their needs.**”

Michael Kain, Project Manager
Philips Lighting New Zealand



Benefits

By installing the fit-for-purpose Philips LED lighting solution, owners of the Mitre 10 MEGA Westgate store expect to achieve up to 30 percent savings on electricity per year, which wasn't possible when conventional lighting was in use.

"While the upfront cost of installing LED was higher than installing traditional lighting, it should only take us approximately a year to get a return on our investment. On top of that is the bonus we can get from making this big switch, and that is a reduction on our maintenance cost with the LED bulbs lasting significantly longer than conventional lighting," shares Hargreaves.

The owners were not the only ones who were pleased with the result of the LED light fit-out in the new store. Customers and the store team too, were delighted to experience lighting that provides optimum visual comfort. "It might seem a bit strange in a retail environment to get comments on that sort of thing,

but it's true. People are noticing that there's a good balance of natural light versus LED light in the store. We have also received positive feedback from owners of other Mitre 10 stores, commenting on the quality of light in our store and the potential cost reductions. Who knows, they may also consider replacing their outdated and inefficient lighting with Philips LED lighting solutions," relates Hargreaves.

Kain explained that store light refurbishing using LED should indeed be considered by retailers who want to drive down energy costs over the long term. "Besides offering customized lighting design solutions for new buildings, Philips has extensive experience in retrofitting older buildings with fantastic results. Updating in-store lighting can make a real difference on the look and feel of a retail environment, and can truly deliver significant energy reductions."





